CHICAGO DAILY NEWS.

Magazine's Defense

JFK Book Uncut; Bonn Ads

By David M. Nichol
Daily News Foreign Service

BONN—Stern magazine, in full page ads in major German newspapers, Tuesday defended its decision to publish what it describes as an "unchanged and uncut" Look version of William Manchester's controversial book, "The Death of a President."

A first installment, apparently only about half of that which appeared in the United States Tuesday, is included in Stern's issue dated Jan. 15, which has been available on newsstands here since Monday.

STERN'S installment carries one major addition to the Look version—a letter written by Mrs. John F. Kennedy to her husband in the summer of 1963. Look had summarized the letter in a single sentence.

The letter, as printed by Stern, reads:

"I miss you very much—which is nice though it is also a bit sad—but then I think how lucky I am to be able to miss you—I know that I always exaggerate—but I feel sorry for everyone else who is married—I realize here so much that I am having something you can never have—the absence of tension—I wish so much that I could give you that—but I can't give you that—so I give you every day while I think of you everything I have to give."

LOOK summarized the letter this way:

"She told him how much she missed him—of her sorrow that he could not share with her the tension-free atmosphere of the Mediterranean."

ANOTHER CHANGE in the text involved political gains Texas Gov. John B. Connally hoped to make from the President's trip to Dallas at the expense of Sen. Ralph W. Yarborough, a liberal Democrat with whom the conservative Connally was feuding.

Look said:

"Indeed, if he (Connally) used the occasion to humiliate Yarborough, Texas liberalism might be crushed."

STERN'S TEXT said:

"If, however, the opportunity to accuse Yarborough in public presented itself, he would use this opportunity, since that would lead, under certain conditions, to the end of the liberals in Texas."

STERN'S newspaper ads say the censorship battle was an "unfortunate idea" resulting from the "political calculations" of the Kennedy family and that Look magazine agreed to the 1,600-word deletions also on "political grounds."

Stern says Sen. Robert Kennedy (D-N.Y.) is intent on becoming President in 1972, but that his chances will be diminished if President Johnson should be defeated by a Republican in 1968.

STERN declares it has never hesitated to publish "uncensored historical truth" out of consideration for a "political Look's agreement with the Kennedy family.

It adds, however, that it will not publish any "actual lapses in taste" or unjustifiable intrusions of Mrs. Kennedy's privacy and that of her children if the manuscript includes these. It will do this, Stern says, out of "veneration" for the late President.

IT LISTS the high points of next week's promised installment as "Johnson Loses Face," "The Kennedys Cannot Sleep Together," "The Bodyguards Go Drinking," and "A Man Named Oswald."

According to one report, Mrs. Kennedy asked that the word "Texans" be substituted for "these rich Texas broads" in a quotation in which Kennedy was explaining how he wanted Jacqueline to dress to show them "what good taste really is."

If this report is accurate, the Stern version has accepted this alteration.

Look's JFK Issue Selling 'Like Mad'

The Jan. 24 issue of Look magazine, which contains the first instalment of William Manchester's "The Death of a President," is selling like absolute mad," a magazine distributing executive said here Tuesday.

The magazine officially went on sale Tuesday, although some newsstands in the Loop were selling them by Monday afternoon, said Herbert Fried, executive vice president of the Chas. Levy Circulating Co.

THE ARTICLE by Manchester is an excerpt from his book on the assassination of President John F. Kennedy. The book was the subject of a legal dispute between the Kennedy family and Manchester, the publishers of the book and Look.

"WE COULDN'T come near to supplying all the magazines that newsstands asked for," Fried said. "We supplied about three times the normal demand, and we could have sold five times as many magazines as usual."

Fried said Look increased its regular press runs by 500,000 copies, "but that wasn't nearly enough."

Tuesday, Jan. 10, 1967

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